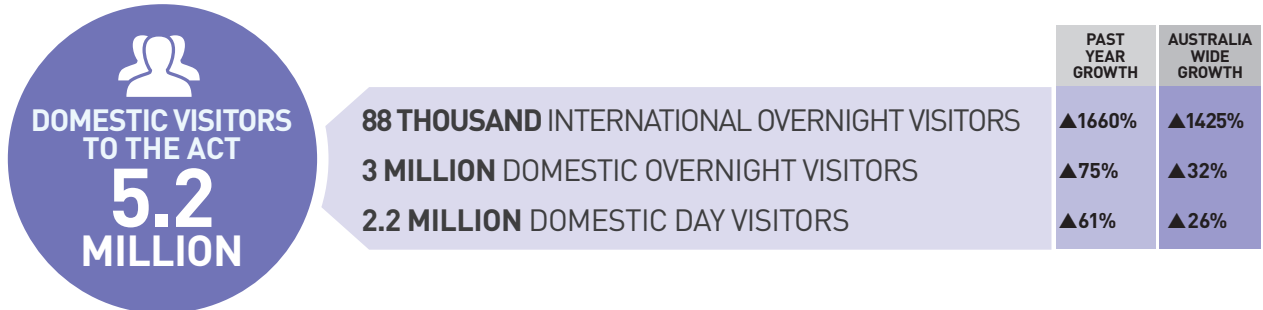


TOURISM IN THE ACT

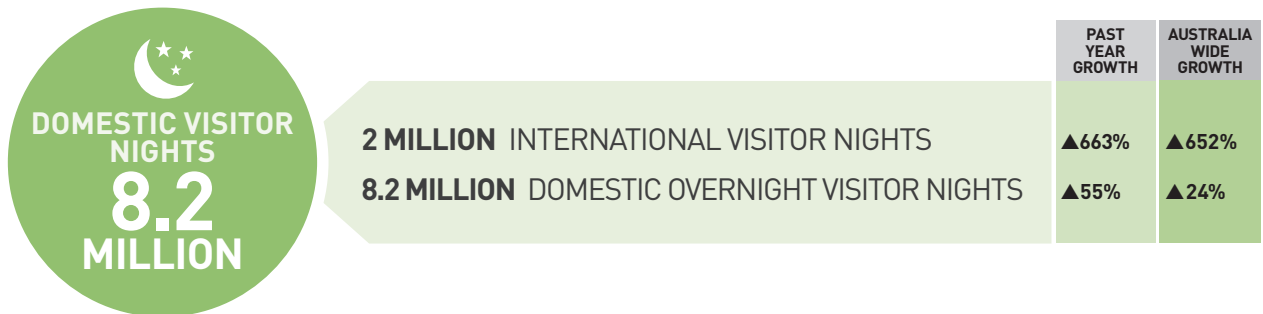
YEAR ENDING DECEMBER 2022

Source: Tourism Research Australia International & National Visitor Surveys. Year ending December 2022.

HOW MANY CAME TO VISIT?



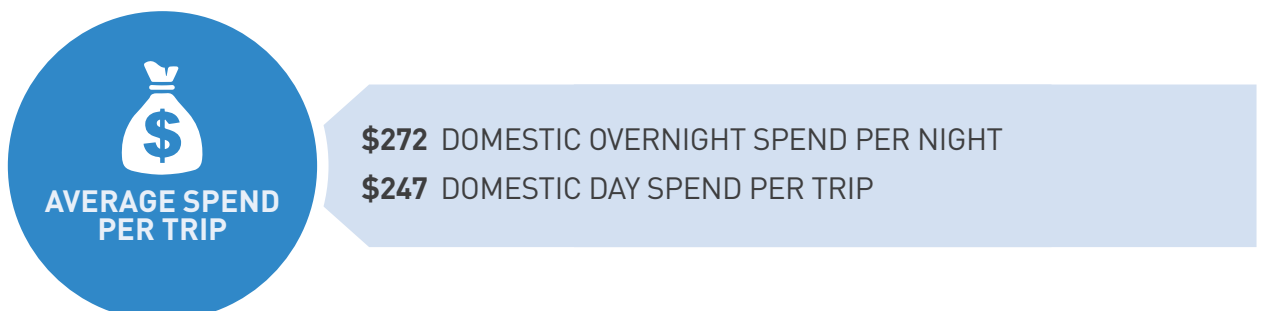
HOW LONG DID THEY STAY?



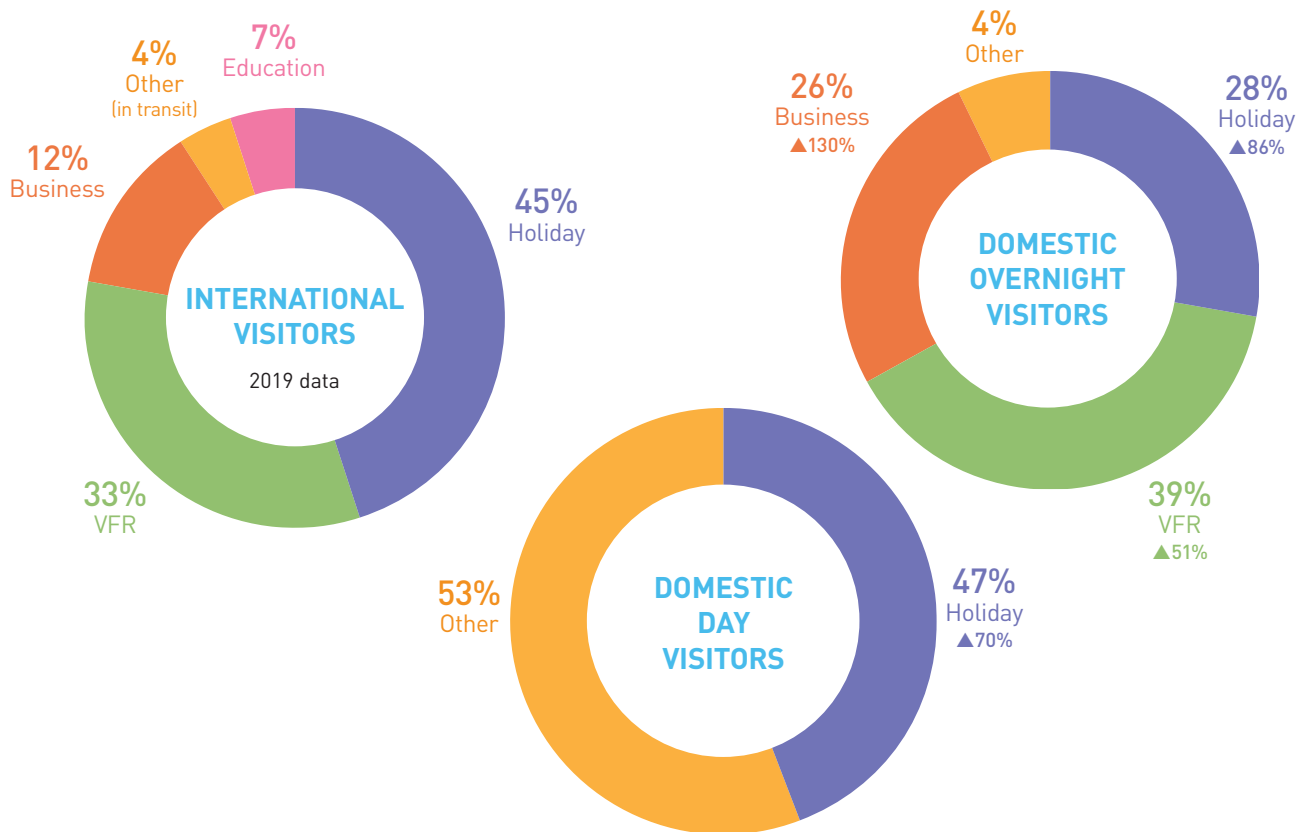
WHAT DID THEY SPEND?



WHAT DID THEY SPEND?



WHY ARE THEY COMING?



WHERE DO THEY COME FROM?

Our top local and international markets

INTERNATIONAL VISITORS		PAST YEAR	DOMESTIC OVERNIGHT VISITORS		DOMESTIC DAY VISITORS			
	CHINA	21% ▲16%		SYDNEY	37%		SYDNEY	23%
	UNITED STATES OF AMERICA	9% ▲22%		REGIONAL NSW	27%		REGIONAL NSW	53%
	UNITED KINGDOM	8% ▼9%		MELBOURNE	13%		MELBOURNE	2%
	NEW ZEALAND	7% ▲12%		REGIONAL VIC	5%		REGIONAL VIC	1%
	INDIA	6% ▲11%		BRISBANE + GOLD COAST	9%		BRISBANE + GOLD COAST	0%
	GERMANY	4% ▼14%		REGIONAL QLD	3%*		REGIONAL QLD	0%
	HONG KONG	3% ▲43%		SA	3%*		SA	0%
	CANADA	3% ▲7%		WA	1%*		WA	0%
	MALAYSIA	3% ▲47%		TAS	1%*		TAS	0%
	SINGAPORE	2% ▼23%		NT	0%*		NT	0%
				ACT	1%*		ACT	21%

2019 data

* Low base size

